

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1 (currently amended): ~~An apparatus controller connectable to first and second wireless networks, the controller comprising:~~

a processor operable to initiate delivery of content ~~by through the a~~ first wireless network in response to a criterion being met by data derived from ~~the a~~ second wireless network,

wherein the criterion is met when the data derived from the second wireless network exceeds a predetermined threshold value, ~~and~~

wherein the threshold value corresponds to a number of active terminals in a determined area.

Claim 2 (currently amended): ~~An apparatus controller~~ as claimed in Claim 1, further comprising:

criterion establishing means operable to establish the criterion as a function of at least one indicia representative of user activity in the second wireless network.

Claim 3 (currently amended): ~~An apparatus controller~~ as claimed in Claim 2, wherein:

the criterion establishing means is further operable to associate the criterion with particular content to be delivered over the first wireless network.

Claim 4 (currently amended): ~~A controller~~ An apparatus as claimed in Claim 3, wherein:

the processor is operable to initiate delivery of content whose associated criterion is met.

Claim 5 (canceled).

Claim 6 (currently amended): ~~A controller~~ An apparatus as claimed in Claim 1, wherein:

the data derived from the second wireless network comprises a number of connected user terminals to said second wireless network.

Claim 7 (currently amended): ~~A controller~~An apparatus as claimed in Claim 1, wherein:

the first wireless network is a unidirectional digital broadband network and the second wireless network is a bi-directional communications network.

Claim 8 (currently amended): ~~A controller~~An apparatus as claimed in Claim 7, wherein:

the unidirectional digital broadband network is a Digital Video Broadcast (DVB) network.

Claim 9 (currently amended): ~~A content delivery system comprising:~~

~~first and second wireless networks and a controller connected thereto to first and second wireless networks,~~ the controller including a processor operable to initiate delivery of content ~~by~~through the first wireless network in response to a criterion being met by data derived from the second wireless network,

wherein the criterion is met when the data derived from the second wireless network exceeds a predetermined threshold value, and

wherein the data derived from the second wireless network is comprised of a level of user activity within the second wireless network, and

wherein the threshold value corresponds to a number of active terminals in a determined area.

Claim 10 (previously presented): A system as claimed in Claim 9, wherein:

the controller includes criterion establishing means operable to establish the criterion as a function of at least one indicia representative of user activity in the second wireless network.

Claim 11 (previously presented): A system as claimed in Claim 9, wherein:

the second wireless network includes a register of user activity data derivable by the controller.

Claim 12 (previously presented): A system as claimed in Claim 10, wherein:

the criterion establishing means is further operable to associate the criterion with a respective at least one content to be delivered by the first wireless network.

Claim 13 (currently amended): A system as claimed in Claim 9, ~~comprising:~~  
~~at least one source of content, the source being responsive to the controller to supply~~  
~~content to the first wireless network for delivery thereby~~wherein the content delivered through  
the first wireless network is provided by at least one source of content.

Claim 14 (canceled).

Claim 15 (previously presented): A system as claimed in Claim 9, wherein:  
the data derived from the second wireless network comprises a number of connected user terminals to the second wireless network.

Claim 16 (original): A system as claimed in Claim 9, wherein:  
the first wireless network is a unidirectional digital broadband network and the second wireless network is a bi-directional communications network.

Claim 17 (original): A system as claimed in Claim 16, wherein:  
the unidirectional digital broadband network is a Digital Video Broadcast (DVB) network.

Claim 18 (currently amended): A ~~content delivery method~~ comprising:  
monitoring user activity in a second network relative to a criterion; and  
~~delivering content to a terminal of a first network when the criterion is met,~~  
wherein the criterion is met when data derived from the second network exceeds a predetermined threshold value,  
wherein the data derived from the second network is comprised of a level of user activity within the second network, and  
wherein the threshold value corresponds to a number of active terminals in a determined area.

Claim 19 (currently amended): A method as claimed in Claim 18, further comprising:  
associating the criterion with particular content to be delivered by the first network.

Claim 20 (currently amended): A method as claimed in Claim 19, further comprising:

comparing the content with a profile of a user of a terminal such that content compatible with the profile is delivered.

Claim 21 (original): A method as claimed in Claim 20, wherein:

the profile is obtained by determining a pattern of use of the second network by said user.

Claim 22 (canceled).

Claim 23 (previously presented): The method as claimed in Claim 18, wherein:

the data derived from the second network comprises a number of connected user terminals to the second network.

Claim 24 (previously presented): A method as claimed in Claim 18, wherein:

the first network is a unidirectional digital broadband network and the second network is a bi-directional communications network.

Claim 25 (original): A method as claimed in Claim 24, wherein:

the unidirectional digital broadband network is a Digital Video Broadcast (DVB) network.

Claim 26 (currently amended): ~~A controller connectable to a wireless unidirectional digital broadband network and to a wireless bi-directional communications network, the controller~~ An apparatus comprising:

a processor operable to initiate delivery of content via ~~the a~~ a wireless unidirectional digital broadband network to a determined area in response to a number of user terminals in the determined area connected to ~~the a~~ a wireless bi-directional communications area exceeding a predetermined threshold value.

Claim 27 (currently amended): ~~An apparatus~~ A controller as claimed in Claim 26, wherein:

the processor is further operable to associate the predetermined threshold value with a particular content.

Claim 28 (currently amended): ~~An apparatus~~A controller as claimed in Claim 27, wherein:

the predetermined threshold value corresponds to a number of active user terminals in the determined area.

Claim 29 (currently amended): ~~A content delivery system comprising:~~

~~— a wireless unidirectional digital broadband network;~~

~~— a wireless bi-directional communications network; and~~

a controller connected to ~~both networks~~a wireless unidirectional digital broadband network and a wireless bi-directional communications network, the controller including a processor operable to initiate delivery of content via the wireless unidirectional digital broadband network to a determined area in response to a number of user terminals in the determined area connected to the wireless bi-directional communications area exceeding a predetermined threshold value.

Claim 30 (currently amended): ~~A controller~~A system as claimed in Claim 29, wherein:

the processor is further operable to associate the predetermined threshold value with a particular content.

Claim 31 (currently amended): ~~A controller~~A system as claimed in Claim 30, wherein:

the predetermined threshold value corresponds to a number of active user terminals in the determined area.

Claim 32 (currently amended): ~~A content delivery system, comprising:~~

~~— a wireless unidirectional digital broadband network;~~

~~— a wireless bi-directional communications network; and~~

a controller connected to ~~both networks~~a wireless unidirectional digital broadband network and a wireless bi-directional communications network, the controller comprising:

a processor; and;

~~\_\_\_\_\_ a storage device; and~~  
memory storing computer readable instructions that, when executed, cause the processor to perform a method comprising:  
~~\_\_\_\_\_ software means operative on the processor to maintain in the storage device a database including~~storing a threshold values associated with content corresponding to user activity in a database, to  
~~\_\_\_\_\_ monitoring~~monitoring user activity in the wireless bi-directional communications network, and ~~to~~  
~~\_\_\_\_\_ delivering the~~delivering the content to a terminal connected to the wireless unidirectional digital broadband network when the user activity exceeds the ~~corresponding~~  
threshold value,  
~~\_\_\_\_\_ wherein the threshold value corresponds to a number of active terminals in a determined area.~~

Claim 33 (currently amended): A ~~content delivery~~ method comprising:

monitoring user activity in a wireless bi-directional communications network within an area; and  
delivering content to a user terminal of a wireless unidirectional digital broadband network when a number of connected user terminals to the wireless bi-directional communications network within the area exceeds a predetermined threshold value.

Claim 34 (currently amended): A ~~content delivery~~ method as claimed in Claim 33, wherein:

the predetermined threshold value ~~is corresponding~~corresponds to a number of active user terminals in said area.

Claims 35-38 (canceled).

Claim 39 (currently amended): A system as claimed in Claim 10, wherein the content delivered through the first wireless network is provided by at least one source of content comprising:

~~\_\_\_\_\_ at least one source of content, the source being responsive to the controller to supply content to the first wireless network for delivery thereby.~~

Claim 40 (currently amended): A system as claimed in Claim 11, wherein the content delivered through the first wireless network is provided by at least one source of content comprising:  
~~at least one source of content, the source being responsive to the controller to supply content to the first wireless network for delivery thereby.~~

Claims 41-44 (canceled).

Claim 45 (currently amended): ~~A controller~~An apparatus as claimed in Claim 1, wherein the content is an advertisement.

Claim 46 (currently amended): An apparatus~~A controller~~ as claimed in Claim 1, wherein the data derived from the second wireless network comprises a geographic location of user terminals connected to the second wireless network.

Claim 47 (currently amended): An apparatus~~A controller~~ as claimed in Claim 1, wherein the processor is further operable to initiate delivery of content ~~by~~through the first wireless network in response to a second criterion being met by second data derived from the second wireless network.

Claim 48 (currently amended): An apparatus~~A controller~~ as claimed in Claim 47, wherein the second data derived from the second wireless network comprises a geographic location of user terminals connected to the second wireless network.

Claim 49 (currently amended): An apparatus~~A controller connectable to first and second wireless networks, the controller comprising:~~

means for a initiating delivery of content ~~by~~through ~~the~~a first wireless network in response to a criterion being met by data derived from ~~the~~a second wireless network,

wherein the criterion is met when the data derived from the second wireless network exceeds a predetermined threshold value,

wherein the data derived from the second wireless network is comprised of the total level of user activity with the second wireless network, and

wherein the threshold value corresponds to a number of active terminals in a determined area.

Claim 50 (currently amended): ~~An apparatus A controller connectable to a wireless unidirectional digital broadband network and to a wireless bi-directional communications network, the controller comprising:~~

means for initiating delivery of content via ~~the~~ a wireless unidirectional digital broadband network to a determined area in response to a number of user terminals in the determined area connected to ~~the~~ a wireless bi-directional communications area exceeding a predetermined threshold value,

wherein the threshold value corresponds to a number of active terminals in the determined area.